Hot Sheet / Communications Toolkit RSV (11/15/2022)



Contents:

- Talking points
- Social cards to download
- Facebook posts to share
- Blogs
- Additional communications resources

Talking points

- RSV (Respiratory Syncytial Virus) is a seasonal respiratory illness.
- The people most at risk of severe illness from RSV are older adults and children under 2.
- There is no vaccine for RSV.
- The flu and COVID-19 vaccines will not protect someone from RSV.
- You can protect yourself and your loved ones by covering your coughs and sneezes, washing your hands often, disinfecting common areas touched often, and staying away from others when you are sick, if possible.
- Governor Kate Brown issued an emergency declaration in response to a surge of pediatric cases and hospitalizations of respiratory viruses, including RSV, on Monday, Nov. 14, 2022.
- The governor's declaration will give hospitals more flexibility to staff beds for children, draw on a pool of medical volunteer nurses and doctors, and take other steps to provide care to pediatric patients.
- RSV causes cold-like symptoms, including a runny nose, coughing, sneezing, a fever and a decrease in appetite.
- Talking points from OHA media availability (Nov. 10, 2022)

Social cards for partners to download and share on their platforms

Protect yourself from RSV

English, Spanish, Arabic, Chuukese, Hmong, Korean, Marshallese, Portuguese, Russian, Simplified Chinese, Somali, Traditional Chinese, Vietnamese.

Holiday Safety

English, Spanish, Arabic, Chuukese, Hmong, Korean, Marshallese, Portuguese, Russian, Simplified Chinese, Somali, Traditional Chinese, Vietnamese.

Facebook posts for partners to share

- ¿Es COVID-19, gripe, VRS o un resfriado?
- Entrevista con la Dra. Galvez: Virus Respiratorio Sincitial (VRS)
- Los casos del virus respiratorio sincital, VRS, están aumentando a nivel nacional y en Oregon.
- Cases of RSV are increasing nationally and in Oregon

Blogs

- Children and common respiratory infections: COVID-19, flu, RSV and the common cold
- ¿Es COVID-19, gripe, VRS o un resfriado?
- RSV expected to strain pediatric hospitals in Oregon
- Se espera que VRS ejerza presión sobre los hospitales pediátricos en Oregon

Additional communications resources

- When to take your child to the doctor video (in production)
- What is RSV flyer (in production)
- Ask a Black Doctor podcast
- Safe + Strong Office Hours with Dr. Paul Cieslak
 - o Office Hours Recap in English and Spanish

Videos

Noticias con OHA (1 de abril, 2022)

Entérese de cuáles son los síntomas de la gripe, el resfriado común, el virus respiratorio sincitial o VRS y el COVID- 19 <u>Facebook</u>, <u>YouTube</u>

Noticias con OHA (4 de noviembre 2022)

Expertos advierten que este año habrá un aumento del virus respiratorio sincitial o VRS. Le decimos cuáles son los síntomas de COVID-19, gripe, VRS y el resfriado <u>Facebook</u>, <u>YouTube</u>

OHA monthly media availability (YouTube)

Media releases

- OHA media release
- Make your holidays merry by preventing respiratory viruses like RSV

Governor's Emergency declaration

• Governor Kate Brown Issues Executive Order to Help Hospitals, Health Care Workers Address Rise in Pediatric Cases of RSV, Hospitalizations

Printable flyers

- Protect your child flyer (CDC) English, Spanish
- Fact Sheet for Older Adults (CDC) English, Spanish

Websites

- CDC RSV page
- OHA RSV page

•